GOVERNMENT OF INDIA
AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH)
LOK SABHA

UNSTARRED QUESTION NO:339
ANSWERED ON:03.02.2017
AYUSH Products
Galla Shri Jayadev

Will the Minister of AYURVEDA,YOGA & NATUROPATHY,UNANI,SIDDHA AND HOMEOPATHY (AYUSH) be pleased to state:

Will the Minister of AYURVEDA, YOGA AND NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY (AYUSH) be pleased to state:

(a) whether AYUSH products from India have a lot of demand in the international market;

(b) if so, whether any survey/study has been carried out to find out the potential of market for India"s AYUSH products;

(c) if so, the details thereof;

(d) whether the export of AYUSH product is coming down since 2013-14 and if so, the reasons therefor; and

(e) the efforts being made by the Government to scale it up in the coming years?

Answer

ANSWER
THE MINISTER OF STATE (IC) OF THE MINISTRY OF AYURVEDA,
YOGA & NATUROPATHY, UNANI, SIDDHA AND HOMOEOPATHY
(SHRI SHRIPAD YESSO NAIK)
(a) to (c): Yes. AYUSH products are exported as a medicine to some countries and as food supplements to other countries depending upon prevailing regulations of the concerned country. Ministry of AYUSH (the then Department of AYUSH) had conducted studies through Indian Institute of Foreign Trade and International Trade Centre / WTO Geneva etc. to improve the export potential of Indian Traditional Medicines. On the basis of the recommendations, this Ministry's Central Sector Scheme for International Cooperation (IC) in AYUSH has been expanded in its ambit and scope merging the existing components and new initiatives so that promotion of AYUSH products could be facilitated across the globe and international commitments and demands are fulfilled in an effective manner.

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(d) & (e): As per data made available by Department of Commerce, Ministry of Commerce and Industry, declining trend is seen in the export of AYUSH products since 2013-14. This is attributed to the strict enforcement of Biodiversity Act restricting access to resources and also owing to the fact that AYUSH systems of medicine/ practice is recognized in only few countries like Sri Lanka, Nepal , Bhutan, Malaysia and Bangladesh. To reverse the trend, the Ministry of AYUSH offers incentives to the AYUSH industry under its Central Sector Scheme for International Cooperation (i) to get market authorization/ registration for their product(s) at regulatory bodies of different countries such as USFDA/EMEA/UK-MHRA/ NHPD/ TGA etc. to enhance their exports (ii) for participation in international exhibitions, trade fairs, road shows etc. to create awareness about the efficacy of their products.

In addition to the above, for facilitating exports, Ministry of AYUSH encourages following certifications of AYUSH products as per details below :-

(i) Voluntary Quality Certification of Pharmaceutical Products (CoPP) under WHO Guidelines

(ii) Quality Certifications Scheme implemented by the Quality Council of India (QCI) for grant of AYUSH Premium mark to Ayurvedic, Siddha and Unani products on the basis of third party evaluation of quality in accordance with the status of compliance to international standards.

Besides, Department of Commerce, Ministry of Commerce and Industry provides support for enhancing export of traditional medicines through Pharmexcil by giving opportunity to small and medium scale companies for facilitating business meetings and also providing a global platform to showcase their products. Pharmexcil organises Buyer-Sellers and Reverse Buyer-Sellers Meets focused on AYUSH and AYUSH related products.
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